



WPTV

ORDER

Print Date 08/21/12

Page 1 of 3

Flight Dates **08/10/12-08/14/12**

Contract / Revision **307535 /**
Original Date / Revision
 08/09/12 08/09/12
Advertiser **Domino / Republican / State**

Agency **McLaughlin & Associates**
Buying Contact
919 Prince Street
Alexandria, VA 22314

Product
Rep House #82
Agency Com 15%
Billing Contact
566 South Route 303
Blauvelt, NY 10913
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **8.10 CD**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	33	\$21,143.75	\$24,875.00	0.00
Totals	33	\$21,143.75	\$24,875.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/14/12	33	\$21,143.75	\$24,875.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPTV	08/13/12	08/14/12	M-F 6-7a M-F 6-7a	CM	6-7a	MT-----	:30	2	\$850.00	FX	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----		2			\$850.00		0.00				
N 2	WPTV	08/10/12	08/10/12	M-F 6-7a M-F 6-7a	CM	6-7a	----F--	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	----F--		1			\$850.00		0.00				
N 3	WPTV	08/13/12	08/14/12	M-F 7-9a M-F 7-9a	CM	7-9a	MT-----	:30	4	\$900.00	FX	0.00	NM	4	\$3,600.00



WPTV

Print Date: 08/21/12

Page 2 of 3

Contract / Revision **307535** Flight Dates **08/10/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:20:00

Advertiser **Domino / Republican / Stat** Product **Rep House #82**

Estimate # **8.10 CD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	08/13/12	08/14/12	M-F 7-9a M-F 7-9a	CM	7-9a	MT-----	:30	4	\$900.00	FX	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$900.00		0.00			
N 4	WPTV	08/13/12	08/14/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	MT-----	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					3	\$200.00		0.00			
N 5	WPTV	08/13/12	08/13/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$800.00	FX	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$800.00		0.00			
N 6	WPTV	08/10/12	08/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	----F--	:30	1	\$800.00	FX	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--					1	\$800.00		0.00			
N 7	WPTV	08/13/12	08/13/12	M-F 530-6p M-F 530-6p	CM	530-6p	M-----	:30	1	\$800.00	FX	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$800.00		0.00			
N 8	WPTV	08/10/12	08/10/12	M-F 530-6p M-F 530-6p	CM	530-6p	----F--	:30	1	\$800.00	FX	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--					1	\$800.00		0.00			
N 9	WPTV	08/13/12	08/13/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$1,075.00		0.00			
N 10	WPTV	08/10/12	08/10/12	M-F 6-630p M-F 6-630p	CM	6-630p	----F--	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--					1	\$1,075.00		0.00			
N 11	WPTV	08/13/12	08/13/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$650.00		0.00			
N 12	WPTV	08/10/12	08/10/12	M-F 7-730p M-F 7-730p	CM	7-730p	----F--	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--					1	\$650.00		0.00			
N 13	WPTV	08/13/12	08/13/12	M-F 730-8p M-F 730-8p	CM	730-8p	M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$650.00		0.00			
N 14	WPTV	08/10/12	08/10/12	Olympic Zone 730-8p Olympic Zone	CM	730-8p	----F--	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--					1	\$750.00		0.00			
N 15	WPTV	08/13/12	08/13/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M-----	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WPTV

Print Date: 08/21/12

Page 3 of 3

Contract / Revision **307535** Flight Dates **08/10/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:20:00

Advertiser **Domino / Republican / Stat** Product **Rep House #82**

Estimate # **8.10 CD**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WPTV	08/13/12	08/13/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M-----	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	M-----		1				\$850.00		0.00			
N16	WPTV	08/10/12	08/10/12	Oly M-Su Late News M-Su Late News/Olympic:	CM	11p-1235a	----F--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	----F--		1				\$1,200.00		0.00			
N17	WPTV	08/11/12	08/11/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1				\$250.00		0.00			
N18	WPTV	08/11/12	08/11/12	Sa 7-8a Sat Today Show	CM	7-8a	-----S-	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1				\$550.00		0.00			
N19	WPTV	08/11/12	08/11/12	Sa 8-10a Sa 8-9a	CM	8-9a	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1				\$450.00		0.00			
N20	WPTV	08/11/12	08/11/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$475.00	FX	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1				\$475.00		0.00			
N21	WPTV	08/12/12	08/12/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$475.00	FX	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1				\$475.00		0.00			
N22	WPTV	08/12/12	08/12/12	Oly M-Su Late News M-Su Late News/Olympic:	CM	11p-1235a	-----S	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1				\$1,200.00		0.00			
N23	WPTV	08/13/12	08/13/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-----	:30	1	\$475.00	FX	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	M-----		1				\$475.00		0.00			
N24	WPTV	08/13/12	08/13/12	M-F 10-11a M-F 10-11a	CM	10-11a	M-----	:30	2	\$400.00	FX	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	M-----		2				\$400.00		0.00			
N25	WPTV	08/12/12	08/12/12	Oly Closing Closing Olympics	CM	7p-12xm	-----S	:30	1	\$3,250.00	P-1	0.00	NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1				\$3,250.00		0.00			
N26	WPTV	08/13/12	08/13/12	M-F 3p-4p M-F 3p-4p	CM	3-4p	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	M-----		1				\$100.00		0.00			
Totals														33	\$24,875.00